

## CLAIMS

What is claimed is:

1. A repository system for media publishing, comprising:

a plurality of storage devices configured to store a plurality of media items, each storage  
5 device configured to store a different type of media item than that of other storage devices in  
said plurality of storage devices; and

metadata information relating to the plurality of media items stored in said plurality of  
storage devices,

wherein said metadata information enables hierarchical organization of the plurality of  
10 media items so that the media items can be relatively easily accessed, moved, added, and  
deleted.

2. The system of claim 1, wherein said plurality of storage devices is distributed over a  
network such that said repository system is configured as an online repository system.

15 3. The system of claim 2, wherein the online repository system is configured as a  
Web-based Distributed Authoring and Versioning (WebDAV) facility.

4. The system of claim 2, further comprising:  
20 a communication servlet to allow management of media items stored in said plurality of  
storage devices using WebDAV-issued commands.

5. The system of claim 4, wherein the WebDAV-issued commands includes HTTP  
requests.

25 6. The system of claim 2, further comprising:  
a plurality of repository filter services configured to provide a framework for  
performing operations on the plurality of media items while uploading and downloading the  
media items from the network.

7. The system of claim 6, further comprising:  
a plurality of templates, each template specifying a particular format for the different  
type of media item.

5           8. The system of claim 7, wherein said plurality of repository filter services includes a  
transcoder operating to perform one or more operations on a media item to convert the media  
item from its original format to a format closer to or matching the particular format specified by  
the template.

10           9. The system of claim 6, wherein said plurality of repository filter services includes a  
media manipulation system to change a media item from one type to another type.

10. The system of claim 9, wherein said media manipulation system includes an image  
manipulation system configured to resize an image of the media item.

15           11. The system of claim 9, wherein said one type of media item includes JPEG image.

12. The system of claim 9, wherein said one type of media item includes an MP3 music  
file.

20           13. The system of claim 9, wherein said one type of media item includes streaming  
media.

14. The system of claim 1, further comprising:  
25           an asset table to encapsulate relationship between files and folders in said repository  
system.

15. A method of providing storage for media items in media publishing, comprising:  
storing a first type of media items in a first storage device;  
30           storing a second type of media items in a second storage device;

relating first metadata information to the first type of media items; and  
relating second metadata information to the second type of media items,  
wherein said first and second metadata information enable hierarchical organization of  
the media items so that the media items can be relatively easily accessed, moved, added, and  
5 deleted.

16. The method of claim 15, further comprising:  
configuring the first and second storage devices to be distributed over a network.

10 17. The method of claim 16, wherein the distributed first and second storage devices  
are configured as a Web-based Distributed Authoring and Versioning (WebDAV) facility.

18. The method of claim 17, further comprising:  
managing media items stored in the distributed first and second storage devices using  
15 WebDAV-issued commands.

19. The method of claim 18, wherein the WebDAV-issued commands includes HTTP  
requests.

20 20. The method of claim 16, further comprising:  
providing a framework for performing operations on retrieved media items while  
uploading and downloading media items from the network.

21. The method of claim 20, further comprising:  
25 specifying a particular format for the media items.

22. The method of claim 21, wherein the frame work for performing operations on  
retrieved media items includes performing one or more transcoding operations on a media item  
to convert the media item from its original format to a format closer to or matching the  
30 particular format.

23. The method of claim 21, wherein the frame work for performing operations on retrieved media items includes changing the media item from one type to another type.

5           24. The method of claim 15, further comprising:  
            configuring the first and second storage devices into a virtual folder to enable storage of media items and metadata information independent of physical locations.

            25. The method of claim 24, further comprising:  
10           presenting the first and second types of media items according the virtual folder such that storage of the first and second types of media items are independent of the first and second storage devices.

            26. The method of claim 15, further comprising:  
15           configuring the first and second storage devices into a plurality of virtual folders to enable storage of media items and metadata information independent of physical locations.

            27. The method of claim 26, wherein configuring the first and second storage devices into a plurality of virtual folders includes enabling each user to have a different view of the  
20           stored media items than other users.

            28. The method of claim 26, wherein configuring the first and second storage devices into a plurality of virtual folders includes customizing features of a presentation including the media items.

25           29. A computer program, stored in a tangible storage medium, for use in providing storage for media items in media publishing, the program comprising executable instructions that cause a computer to:

            store a first type of media items in a first storage device;  
30           store a second type of media items in a second storage device;

relate first metadata information to the first type of media items; and  
relate second metadata information to the second type of media items,  
wherein said first and second metadata information enable hierarchical organization of  
the media items so that the media items can be relatively easily accessed, moved, added, and  
5 deleted.

30. A method for identifying a source of user referral for a media publishing website,  
comprising:

storing a referring URL in a cookie variable;

10 retrieving the referring URL from the cookie variable during a registration process to  
enter the media publishing website; and

dynamically customizing a home page of the media publishing website according to the  
referring URL.

15 31. The method of claim 30, wherein storing a referring URL includes appending a  
variable containing referring URL to a request string,

32. The method of claim 31, wherein the request string includes a 1x1 pixel gif that is  
loaded on the home page.

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33. The method of claim 30, further comprising:

adding a distinction between original and current session referrals.

34. A repository system for media publishing, comprising:

25 a plurality of storage means for storing a plurality of media items, each storage means  
configured to store a different type of media item than that of other storage means in said  
plurality of storage means; and

means for relating metadata information to the plurality of media items stored in said  
plurality of storage means,

wherein relating metadata information enables hierarchical organization of the plurality of media items so that the media items can be relatively easily accessed, moved, added, and deleted

5           35. A storage system for media publishing, comprising:  
          means for storing a first type of media items;  
          means for storing a second type of media items;  
          means for relating first metadata information to the first type of media items; and  
          means for relating second metadata information to the second type of media items,  
10          wherein said first and second metadata information enable hierarchical organization of  
the media items so that the media items can be relatively easily accessed, moved, added, and  
deleted.

          36. A user referral identification system for a media publishing website, comprising:  
15          means for storing a referring URL in a cookie variable;  
          means for retrieving the referring URL from the cookie variable during a registration  
process to enter the media publishing website; and  
          means for dynamically customizing a home page of the media publishing website  
according to the referring URL.

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